

ORDER



Orders

Order / Rev:	724776 - 1		
Alt Order #:	06395050		
Product Desc:	NRCC Flight 10/26-11/6, 2012		
Estimate:	3494		
Flight Dates:	10/26/12 - 11/06/12	Primary AE:	Jim Quinn
Original Date / Rev:	10/26/12 / 10/26/12	Sales Office:	T-PHI
Order Type:	Political	Sales Region:	NAT

Agency

Name:	National Media Research Planning/ PC			
Buying Contact:			Billing Type:	Cash
Billing Contact:			Billing Calendar:	Broadcast
	815 Slaters Lane		Billing Cycle:	EOM/EOC
	Alexandria, VA 22314		Agency Commission:	15%

Advertiser

Name:	NRCC-IE			
Demographic:	A25-54		New Business Thru:	
Product Codes:	IS-Issue/Non		Order Separation:	00:15:00
Priority:	P-5		Advertiser External ID:	
Revenue Codes:	AGY, GEN, POL		Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/28/12	7	\$5,500.00	\$4,675.00		October 2012	7	\$5,500.00	\$4,675.00	0.00
10/29/12	11/06/12	32	\$30,700.00	\$26,095.00		November 2012	32	\$30,700.00	\$26,095.00	0.00
					Totals	39	\$36,200.00	\$30,770.00	0.00	

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/26/12	11/02/12	M-F 3-4p Ellen	CM	3-4p	-----F--	:30	1	\$1,000.00	P-1	0.00	NM	2	\$2,000.00
	ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----F--		1	\$1,000.00			0.00					
		Week: 10/29/12	11/04/12	-----F--		1	\$1,000.00			0.00					
2	KPNX	10/26/12	11/02/12	M-F 4-5p 12 News EVB	CM	4-5p	-----F--	:30	1	\$600.00	P-1	0.00	NM	2	\$1,200.00
	12 NEWS EVB LV														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----F--		1	\$600.00			0.00					
		Week: 10/29/12	11/04/12	-----F--		1	\$600.00			0.00					
3	KPNX	10/26/12	11/02/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	-----F--	:30	2	\$1,200.00	P-1	0.00	NM	4	\$4,800.00
	TODAY SHW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----F--		2	\$1,200.00			0.00					
		Week: 10/29/12	11/04/12	-----F--		2	\$1,200.00			0.00					
4	KPNX	11/05/12	11/05/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	M-----	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
	MILLIONAIRE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1	\$400.00			0.00					
5	KPNX	10/29/12	11/05/12		CM	3-4p	M-----	:30	1	\$1,000.00	P-1	0.00	NM	2	\$2,000.00

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 Alt Order #: 06395050
 Flight Dates: 10/26/12 - 11/06/12

Advertiser: NRCC-IE
 Product Desc: NRCC Flight 10/26-11/6, 2012
 Estimate: 3494

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 3-4p Ellen											
				ELLEN											
				Start Date	End Date	Weekdays			Spots/Week	Rate		Rating			
				Week: 10/29/12	11/04/12	M-----			1	\$1,000.00		0.00			
				Week: 11/05/12	11/11/12	M-----			1	\$1,000.00		0.00			
6	KPNX	10/29/12	11/05/12	M-F 4-5p 12 News EVB	CM	4-5p			M-----	:30	1	\$600.00	P-1	0.00	NM
				12 NEWS EVB LV											
				Start Date	End Date	Weekdays			Spots/Week	Rate		Rating			
				Week: 10/29/12	11/04/12	M-----			1	\$600.00		0.00			
				Week: 11/05/12	11/11/12	M-----			1	\$600.00		0.00			
7	KPNX	10/29/12	11/05/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a			M-----	:30	2	\$1,200.00	P-1	0.00	NM
				COMMENTS APPLY TO SUB LINES A THRU B											
				TODAY SHW											
				Start Date	End Date	Weekdays			Spots/Week	Rate		Rating			
				Week: 10/29/12	11/04/12	M-----			1	\$1,200.00		0.00			
				Week: 11/05/12	11/11/12	M-----			2	\$1,200.00		0.00			
10	KPNX	10/27/12	11/03/12	SAT TDY NBC Today Show	CM	Saturday Today			-----S-	:30	2	\$500.00	P-1	0.00	NM
				12 NWS WK TDAY											
				Start Date	End Date	Weekdays			Spots/Week	Rate		Rating			
				Week: 10/22/12	10/28/12	-----S-			2	\$500.00		0.00			
				Week: 10/29/12	11/04/12	-----S-			2	\$500.00		0.00			
11	KPNX	10/28/12	11/04/12	SUN TDY NBC Today Show (Su)	CM	5-9a			-----S	:30	2	\$500.00	P-1	0.00	NM
				COMMENTS APPLY TO SUB LINES A THRU B											
				SUN TODAY-NBC											
				Start Date	End Date	Weekdays			Spots/Week	Rate		Rating			
				Week: 10/22/12	10/28/12	-----S			1	\$500.00		0.00			
				Week: 10/29/12	11/04/12	-----S			2	\$500.00		0.00			
12	KPNX	11/01/12	11/01/12	M-F 3-4p Ellen	CM	3-4p			---T---	:30	1	\$700.00	P-1	0.00	NM
				ELLEN											
				Start Date	End Date	Weekdays			Spots/Week	Rate		Rating			
				Week: 10/29/12	11/04/12	---T---			1	\$700.00		0.00			
13	KPNX	11/01/12	11/01/12	M-F 4-5p 12 News EVB	CM	4-5p			---T---	:30	1	\$600.00	P-1	0.00	NM
				12 NEWS EVB LV											
				Start Date	End Date	Weekdays			Spots/Week	Rate		Rating			
				Week: 10/29/12	11/04/12	---T---			1	\$600.00		0.00			
14	KPNX	11/01/12	11/01/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a			---T---	:30	2	\$1,200.00	P-1	0.00	NM
				TODAY SHW											
				Start Date	End Date	Weekdays			Spots/Week	Rate		Rating			
				Week: 10/29/12	11/04/12	---T---			2	\$1,200.00		0.00			
15	KPNX	10/30/12	10/30/12	M-F 1230-1p Millionaire (R)	CM	1230-1p			-T-----	:30	1	\$400.00	P-1	0.00	NM
				MILLIONAIRE											
				Start Date	End Date	Weekdays			Spots/Week	Rate		Rating			
				Week: 10/29/12	11/04/12	-T-----			1	\$400.00		0.00			
16	KPNX	10/30/12	10/30/12	M-F 3-4p Ellen	CM	3-4p			-T-----	:30	1	\$1,000.00	P-1	0.00	NM
				ELLEN											
				Start Date	End Date	Weekdays			Spots/Week	Rate		Rating			
				Week: 10/29/12	11/04/12	-T-----			1	\$1,000.00		0.00			
17	KPNX	10/30/12	10/30/12	M-F 4-5p 12 News EVB	CM	4-5p			-T-----	:30	1	\$600.00	P-1	0.00	NM
				12 NEWS EVB LV											
				Start Date	End Date	Weekdays			Spots/Week	Rate		Rating			
				Week: 10/29/12	11/04/12	-T-----			1	\$600.00		0.00			

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KPNX

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18	KPNX	10/30/12	11/06/12	M-F Today Show	7-9a	CM	7-9a		- T-----	:30	2	\$1,200.00	P-1	0.00	NM
NBC Today Show															
TODAY SHW															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/29/12 11/04/12 -T----- 2 \$1,200.00 0.00															
Week: 11/05/12 11/11/12 -T----- 2 \$1,200.00 0.00															
19	KPNX	10/31/12	10/31/12	M-F 3-4p		CM	3-4p		-- W---	:30	1	\$1,000.00	P-1	0.00	NM
Ellen															
ELLEN															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/29/12 11/04/12 -- W--- 1 \$1,000.00 0.00															
20	KPNX	10/31/12	10/31/12	M-F 4-5p		CM	4-5p		-- W---	:30	1	\$600.00	P-1	0.00	NM
12 News EVB															
12 NEWS EVB LV															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/29/12 11/04/12 -- W--- 1 \$600.00 0.00															
21	KPNX	10/31/12	10/31/12	M-F Today Show	7-9a	CM	7-9a		-- W---	:30	2	\$1,200.00	P-1	0.00	NM
NBC Today Show															
TODAY SHW															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/29/12 11/04/12 -- W--- 2 \$1,200.00 0.00															
22	KPNX	11/03/12	11/03/12	Saturday Night Live		CM	1030p-1205a		-----S-	:30	1	\$3,000.00	P-1	0.00	NM
Saturday Night Live															
(10:30 PM-12:00 XM)															
Start Date End Date Weekdays Spots/Week Rate Rating															
Week: 10/29/12 11/04/12 -----S- 1 \$3,000.00 0.00															

*Tax 1 Note: Tax 0.5%.

Totals

39

\$36,200.00